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| Application Number | 09/372,416 |
| Filing Date | August 11, 1999 |
| First Named Inventor | Jonathan Dorfman |
| Art Unit | 2178 |
| Examiner Name | T.V. Huynh |
| Attorney Docket Number | B2745.0023/P0023 |

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☒ Assignee of record of the entire interest.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

☐ Attorney or agent of record. Registration Number _____

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Signature /Benzion A. Wachsman/

Typed or Printed Name Benzion A. Wachsman for Assignee

Date December 21, 2004

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NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

☒ *Total of 1 forms are submitted.

This collection of information is required by 37 CFR 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: BEH Investments LLC

Application No./Patent No.: 09/372,416 Filed/Issue Date: August 11, 1999

Entitled: EASILY MODIFIABLE MACRO TAG FOR INTERNET ADVERTISING

BEH Investments, a Delaware limited liability Corporation
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.
The extent (by percentage) of its ownership interest is _____ %
in the patent application/patent identified above by virtue of either:

A. [] An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

OR

B. [☒] A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: Jonathan Dorfman To: Flycast Communications Corp.
The document was recorded in the United States Patent and Trademark Office at
Reel 010167, Frame 0961, or for which a copy thereof is attached.
2. From: Flycast Communications Corp. To: Engage Technologies, Inc.
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[☒] Additional documents in the chain of title are listed on a supplemental sheet.

[☒] Copies of assignments or other documents in the chain of title are attached.
[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

December 21, 2004

Date

(718) 928-2213

Telephone number

Benzion A. Wachsman for Assignee

Typed or printed name

/Benzion A. Wachsman/

Signature

General Manager, BEH Investments LLC

Title

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